

Nitish Bhardwaj.

Senior Product Designer



EXPERIENCE

Sr. Product Designer



Sep 2023 – Present, Gurgaon

- Designing UI for new tools and features on app.
- Creating interactive prototypes, and crafting intuitive UX flows.
- Elevate user engagement through in-app motion design
- Designing visually compelling landing pages for new launches.
- Collaborating closely with developers to ensure seamless implementation of interaction flows and prototypes.
- Leading and conducting photo/video shoots, also leveraging generative AI to create high-quality and impactful visuals for product catalogs.

Deputy Manager - Design



June 2022 – Present – 1 year 2 months, Gurugram

- Spearheaded motion design and interactive UI animations for the consumer app.
- Worked on creation of a comprehensive design system for motion design guidelines.
- Designed motion creatives for in-app monetization through partner brands as well as for digital, and outdoor media platforms.
- Executed/Directed photo and video shoots for different brand campaigns.
- Collaborated with cross-functional teams to align design plans with campaign briefs.
- Established an in-house studio for Reliance Retail brands, optimising content production.
- Monitored performance of live creatives and converging with data analysis team on retrospecting for future campaigns ref.

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New Delhi, India

Expertise

In-app Motion design (.json, lottie etc.)
Interactive prototyping
UI/UX design
Photography Cinematography

Industry Knowledge

Product Design
UX Research
Product strategy
Media production

Tools & Technologies

Figma, Adobe Photoshop,
Adobe Illustrator,
Adobe After Effects, Lottie,
Adobe Premier Pro, Protopie,
Webflow, Blender.

Portfolio

www.linkedin.com/in/nitish-bhardwaj92

Assistant Manager - Design

Sep 2023 - Present, Gurgaon

- Played an influential role within the core rebranding team (transition from Grofers to Blinkit). Focused on video-based visual communication across diverse digital platforms nationwide
- Curated and managed in-app .json animations for brand monetisation and consumer app functionality. (i.e. Splash screens, bottom nav)
- Curated compelling digital marketing content, including motion graphic ads and edited TVCs, for various platforms such as social media, OTT, and Google ads.
- Conceptualised innovative and trendy creatives for organic social media calendar.
- Monitored the performance of live creatives and conducted retrospective analysis to derive insights for future campaign planning.

Assistant Manager - Content Design

July 2015 - December 2021 - 5 years 6 months, Gurugram

- Successfully established and managed a fully functional in-house studio, optimizing workflow and enhancing the efficiency of in-house content production process.
- Spearheaded the development and adaptation of Product Image Guidelines, introducing innovative concepts for compelling product photography.
- Produced captivating lifestyle images for own-brand products, elevating Product Display Pages (PDP) and product catalogues, resulting in increased customer engagement.
- Conducted thorough analysis of e-grocery image trends across the web, gaining valuable insights to enhance the quality of Images on our platform.
- Collaborated closely with cross-functional teams to strategically plan product catalog designs and formats for new launches, and created packaging mockups for own-brand products.

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Expertise

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 UI/UX design
 Photography Cinematography

Industry Knowledge

Product Design
 UX Research
 Product strategy
 Media production

Tools & Technologies

Figma, Adobe Photoshop,
 Adobe Illustrator,
 Adobe After Effects, Lottie,
 Adobe Premier Pro, Protopie,
 Webflow, Blender.

Portfolio

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Product photographer

grofers

July 2015 - December 2021 - 5 years 6 months, Gurugram

- Conducted and organized product shoots, including prop selection to complement theme/mood/story.
- Executed product packaging shoots and food styling, proficiently handling diverse lighting setups.
- Edited and enhanced images with precision ensuring image quality adhered to brand- standards and guidelines before uploading on app.
- Collaborated with team members to achieve daily goals and meet deadlines.
- Led photo and video shoots for marketing and other departments, capturing promotional videos, process documentation, and Internal communication.

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Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Tools & Technologies

Figma, Sketch, Protopie,

Framer, Invision, Abstract,

Zeplin, Google Analytics,

Amplitude, Fullstory...

Assistant Art Director

{ORANGE} something by grofers

July 2015 - December 2021 - 5 years 6 months, Gurugram

- Conducted and organized product shoots, including prop selection to complement theme/mood/story.
- Executed product packaging shoots and food styling, proficiently handling diverse lighting setups.
- Edited and enhanced images with precision ensuring image quality adhered to brand- standards and guidelines before uploading on app.
- Collaborated with team members to achieve daily goals and meet deadlines.
- Led photo and video shoots for marketing and other departments, capturing promotional videos, process documentation, and Internal communication.

Other Skills

HTML, CSS, jQuery

Languages

French (native)

English (professionnal)

Social

yoursite.com

linkedin.com/in/yourname

dribbble.com/yourname